OUR SOUTH AMERICAN TRADE

CONSUL MANNING TELLS WHAT RECENT CONFERENCE DID.

A Wider Interest in Building Up Our Commerce Below the Equator-Urges Again the Need of Better Steamship Lines and of More American Banks

Isaac A. Manning, American Consul at La Guayra, who has just been attending the recent Pan-American commercial conference and who arrived at the Waldorf yesterday on his way back to Venezuela, is confident that results of the conference will soon be manifest.

"One most promising feature about the gathering," said Mr. Manning yesterday, was that 90 per cent, of the manufacturers, diplomatists and consular representatives who composed it remained until the last minute of the last day of the session. The fact that a great many American manufacturers and business men came to realize in a manner they had never before understood the work that is being done by the State Department through its diplomatic and consular corps is in itself tremendously important.

"Many of those delegates presented questions and requests for information which were of such a general character that it was not within the scope of any one man there to supply the information desired and they were sent to the State Department, where they found those in authority not only willing but anxious to learn what the business men wanted to know, for it is as important to get an interesting question as it is to get a reliable answer. Many of these men had failed to understand, up to that time, that on a commercial matter in foreign countries the State Department is ready to undertake to secure information of every kind that is possible.

reat many manufacturers told me "A reat many manufacturers told me that they were going to send travellers into South America, but had not done so because they had been unable to find men who could speak Spanish and at the same time sell goods. I advanced what was apparently a new idea to them, that a salesman is either born or is developed as the salesman and the salesman is either born or is developed. by long experience, and that a knowledge of a creign language was a matter of simple acquirement. I suggested the advisability of taking salesmen of well known ability and sending them to some well established language school for three months, or six months if necessary, to get into their heads during that time all the Spanish or Portuguese possible, thus fitting them to do business in South America. I suggested that it would be better to less a man's time for from three to six months this way than to less years of profits at the other end, by sending our men who would not be able to make themselves understood.

"There were fully a dozen representatives of big firms who told me personally by long experience, and that a knowledge

"There were fully a dozen representatives of big firms who told me personally that they would adopt this idea...and that the result of the conference would be the despatching of a lot of stlesmen to South America in the near future.

"You often hear that South American credits are no good—the representative of ore of the great American firms that has done millions of dollars worth of business in South America in the last quarter of a century declared at the conference that its lesses from bad accounts in all that time had been less than one-tenth of 1 per cent. I imagine there are softe firms that would like to be able to say as much for their local accounts.

"I still insist that what we need in South Americans, not for the purpose of doing simply a brokerage business, but for loaning money on stocks of goods purchased in the united States and for financing the wonderful development works that must be taken up in many of those countries. Another important thing needed is the establishment of lines of fast, commodious and comfortable mail steamers, that will offer first class accommodations to the business men of South Arrerica, in order to get them to come to the United States, ships that sail regularly, on fixed in order to get them to come to the United States: ships that sail regularly, on fixed days, whether they have cargo, or passengers, or not. The saying that trade follows the flag nowadays is more truly trade follows the chef. Some other

MARINE INTELLIGENCE

Dations are realizing this."

MINIATURE ALMANAC THIS DAY. Sun rises 6 55 Sun sets. 5 15 Moon rises 5 14 High Water this bay Sandy H'k. 5 29 Gov Island 6 01 Hell Gate ... 7 54

Arrived-SATURDAY, February 25. Arrived Saturday, February 25, Sa San Glovanni, Naples, Feb. 11. Sa Athinat, Palermo, Feb. 8. Sa Francisco, Hull, Feb. 8. Sa Francisco, Hull, Feb. 8. Sa Bloemfontein, Saledas, Feb. 21. Sa Industrian, Havana, Feb. 21. Sa Industrian, Havana, Feb. 21. Sa Kathinka, Rockland, Feb. 22. Sa Clenfuggos, Guantanamo, Feb. 19. Sa Vyarby, Lagina, Feb. 16. Sa City of Atlanta, Savannah, Feb. 22. Sa Arapahoe, Jacksonville, Feb. 22. Sa Mana Hata, Baltimore, Feb. 23.

ARRIVED OUT.

Ss Toronto, at Hull from New York
Ss Oceana, at Bermuda from New York

SAILED FROM FOREIGN PORTS SALIMI FROM FORFICE PORTS

S Franconia, for New York from Liverpool,
S Lorraine, for New York from Havre,
S Baltie, for New York from Havre,
S Baltie, for New York from Hermen
S Phein, for New York from Hermen
S Oscar II. for New York from Christiansand
S Furnessia, for New York from Christiansand
S Furnessia, for New York from Christiansand
S Formeniand for New York from Antwerp.
Ss Floride, for New York from Havre,

OUTGOING STEAMSHIPS. Suriname Faramaribo Close.

Hermiston, Montevideo. 11 00 A M
Sabine, Brunswick
Jefterson, Norfolk
Sati Tuesday, February 2A,
Dochra, Montevideo. 3 00 A M
Industry, Rio Janeiro. 4 00 A M
City of Atlanta, Savaunah
Arapahoe, Jacksonville.
Monroe, Norfolk.
Sati Wednesday, March 1 Monroe, Norfolk.

Sai Wednesday, March 1.

Lusitania, Liverpool. 5 30 A M
Bermudian, Bermuda. 8 00 A M
Caracas, La Guayra. 8 50 A M
Allianca, Cristobal. 11 30 A M
Tudor Prince, Rio Janeiro. 12 00 M
Napo, Para.
Oceania, Naples
Cienfuegos, Santiago
Iroquols, Jacksonville
Nucces, Galveston
Jamestown, Norfolk

Due To-day.
Oran....Palermo... Hofferdam.
Hamburg.
Hamburg.
Hamburg.
Antwerp.
Cristobal.
Naples.
Glasgow.
Antwerp.
Puerte Mexico.
Jacksonville. Pue To-morrow.

Prinz Friedrich Wilhelm Bremen
Havre
Minnetonies London
Noordain Rotterdan
Cymrie Liverpoon
Sant Anna Paiermo.
Chleago Havre
Vaderland Antwern
Decana Bermuda.
San Juan
Prinz Ettel Friedrich Inagua.
City of Columbus Savannah
Momus

Due Tuesday, February
Due Tuesday, February Due Tuesday, February 28.

Lord & Taylor

Founded 1826



Opening of Spring Millinery

Monday and Tuesday February 27th and 28th

Display of French Hats Our Own Designs

Broadway & 20th St.; 5th Ave.; 19th St.

Lord & Taylor

Founded 1826

Are Showing

"La Comtesse" BLACK SILKS

particularly desirable for Tailored Gowns Included are

Satin Stella, Satin Imperial, Satin Deese, Satin Rejane and Satin Solange

Colored Satin Souple

One yard wide, in almost every shade for street or evening wear.

\$1.50 per yard

Natural Shantung One yard wide-a quality that has usually sold at \$1.50 per yard.

Dress Goods

English Mohair Sicilians

Are being shown in the new fancy ideas for tailored gowns.

Special for Monday and Tuesday

16-inch All-Wool Dress Materials

-Put up in Skirt and Dress Lengths-

in popular Street Shades and Blacks

Skirt Lengths-312 yards each \$1.50 pattern Dress Lengths-6 " " \$2.50 "

The above formerly sold at \$1.00 per yard -Also -

French W hite Dress Linen 46 and 47 inches wide. Value 65c per yard 38c

Wash Goods

Imported Cotton Bordered Challies At, per yard A new shipment.

Plain Cotton Voiles

and Dotted Swisses 250 White grounds, colored dots, at, per yard 500 Pieces 32-inch Zephyr Ginghams

36-inch English Long Cloth

A large assortment of plaids and fancy stripes

-12 Yard Pieces \$1.95 per piece-value \$2.50

Broadway & 20th St.; 5th Ave.; 19th St.

TAX ON N. Y. CENTRAL UPHELD.

\$1,325.651 and Interest Coming to the City From Park Avenue Improvement.

Assistant Corporation Courts

A Parters who is in charge of the many control of the physical valuation of its property along Park avenue.

The total assessments for the years in

Assistant Corporation Counsel Curtis
Naples Feb. 17
Luislana Naples Feb. 14
Luislana Naples Feb. 15
Luislana Naples Feb. 16
Marcolliu Feb. 17
Luislana Naples Feb. 16
Marcolliu Feb. 18
Luislana Naples Feb. 16
Marcolliu Feb. 18
Luislana Naples Feb. 16
Marcolliu Feb. 18
Luislana Naples Feb. 18
La Peters, who is in charge of tax matters, has been notified of a decision in favor of tax imposed was \$1,672,479. If the road dax would have been respect to tax imposed was \$1,672,479. If the road lax imposed was \$1,672,47

53rd Anniversary

Continues This Week



Every Department **Participates**

ANNIVERSARY SALE VALUES

Fine Irish Linen Damask Table Cloths and Napkins to match; our own importation; made of best quality silken flax; woven into neat and attractive designs by one of Ireland's best manufacturers.

\$2.97 for Cloths 72x72 in. \$3.96 for Cloths 72x90 in.

82.97 for Cloths 72x72 in.

\$3.96 for Cloths 72x90 in. \$4.96 for Cloths 72x108 in. \$3.96 for Cloths 81x81 in.

\$4.96 for Cloths 90x90 in.

\$2.39 for Cloths 36x36 in

82.97 for Cloths 45x45 in.

\$3.96 for Cloths 54x54 in. \$9.89 for Cloths 72x72 in.

in., to match above cloths 98c each for Hemstitched Em-

Spreads. \$13.89 for Spreads 72x90 in. \$18.89 for Spreads 90x108 in.

24x24 in.

All Linen Belgian Damask

Cloths, soft satin finish; round double designs; plain centres.

83.96 dozen for Napkins to match.

79c yard for Silver Bleach Dam-

ask, pure linen, soft finish; in block patterns; 68 in. wide.

98c yard for Heavy Silver Bleach Damask, all pure linen, floral de-signs, 72 in. wide.

Hemstitched Embroidered Tea

74c, each for Hemstitched Embroidered Lunch Napkins, 18x18

broidred Lunch Napkins, 24x24 in., to match above cloths.

Hemstitched Embroidered Bed

\$1.29 for \$1.75 Gobelin or Verdure Tapestry. \$1.49 for \$2.25 Verdure Tapestry or Silk Armure. \$5.39 for Cloths 72x108 in \$1.98 for \$2.75 Silk Damask or Verdure Tapestry.

Also a great variety of finer Up-holstery Materials—velour, damask and brocade—up to \$9.89 a yard. The higher the price the greater the saving at Macy's.

TAPESTRIES ME

For Covering Furniture Six choice materials, all fifty inches

wide, at about one-third less than

CURTAINS 54 PT. 87c for \$1.25 Ruffled Muslin Cur-

tains, in several dotted de-

\$3.98 for \$5.25 Irish Point Lace Curtains, in very deep bor-der designs and plain or figured

\$4.24 for \$6.00 Renaissance Lace Bonne Femmes, in a de-sign of three large motifs, appliqued on durable net.

\$4.74 for \$8.50 and \$9.50 Renaissance Lace Bonne Femmes in more elaborate designs

\$4.74 for \$7.00 Novelty Curtains. of stripe, block and plain scrim, with insertion of floral chintz design appliqued on net.

\$5.94 for \$8.75 to \$10.50 Serim Curtains, in filet design, with rich Marie Antoinette applique. \$12.49 for \$15.00 to \$19.75 French Lace Curtains, in Real Arabe Renaissance and lacet Arabian designs.

Genuine Lace Arabe, Rich Renaissance and Rare Italian Filet Lace Curtains, up to \$119.74 a pair. The higher the price the greater the saving at Macy's.

NOTE PAPER 181.FL

18c for 25c Satin Finish Note Paper, by the quire, with envelopes to match.

24c for 35c Lawn Finish Note Paper, by the quire, with envelopes to match. 24c for 35c tandem box of Parisian Novelty Note Paper. lawn-finished in a variety of shades.

with colored borders. Monograms emblazoned on note papers and correspondence cards in our workshop on the premises at the lowest prices in town. Esti-mates on request.

UMBRELLAS

\$1.37 for Women's \$2.00 and \$2.50 Umbreltas; covered with union taffeta silk; guaranteed for one year; fancy handles; in a wide assectivent of decimals. sortment of designs.

\$2.76 for Men's \$4.00 All-Silk Umbrellas; covered with ex-ceptionally fine grade Levantine silk, wide tape edge; natural wood handles that are shapely and serviceable.

MEN'S HOSE

24c for 56c Cotton and Lisle Thread Half Hose: broken lots, in plain colors, striped, figured and jacquard patterns; all sizes, but not in every kind

In regular stock, lisle and slik Half Hose, including domestic and imported novelties, up to \$4.69 a pair.

LACE BED SETS

84.96 per dozen for Napkins to match, 26x26 in.

above spreads.

woven in border.

ties; size 20x40 in.

\$1.98 for Hemstitched Embroid-

ered Shams, 32x32 in., to match

German Damask Cloths, heavy all-pure linen, silver bleached, block or floral patterns; exceptionally good

\$2.19 dozen for Napkins to match

82.69 dozen for Napkins to match above cloths; size 22x22 in. 81.49 dozen for All Pure Linen

Damask Napkins, size 19x19 in., small neat patterns.

\$1.69 dozen for Napkins same as above, size 20x20 in. 19c each for All-linen Twilled Kitchen Towels, soft and absorb-

ent; size 18x36 in. "Kitchen Towel"

79c for All-pure Linen Embroidered Huck Towels, 24x42 in...

double row of hemstitching; regu-

24c for All-pure Linen Heavy Hemmed Huck Towels, strong and durable; size 20x42 inches. 39c for All-pure Linen Hem-stitched Huck Towels, fine and

close weave; splendid wearing quali-

wearing. \$2.24 for Cloths 72x72 in.

\$2.79 for Cloths 72x90 in. \$3.24 for Cloths 72x108 in.

Our entire stock of advance Fall samples of Marie Antoinette Lace Bed Sets, meunted on best quality French cable net, will be closed out to-morrow as follows—

\$7.24 for \$12.00 Sets \$9.24 for 15.00 Sets \$11.24 for 18.00 Sets Also at a saving, finer qualities up t \$26.24 for Renaissance Set.

BEDSPREADS

500"Red Star" Bedspreads, striped in seersucker effect, an ideal light-weight bed covering; hemmed ready

\$1.46 each for size 63x 90 inches \$1.49 each for size 72x 90 inches \$1.64 each for size 80x 90 inches \$1.97 each for size 90x100 inches Other Bedspreads up to \$62.25.

RUGS AND CARPETS

\$14.74 for our \$18.69 Tapestr. Brussels Rugs; 9x12 ft \$17.48 for our \$12.74 Axminster

\$18.89 for our \$26.74 Body Brus sels Rugs; 9x12 ft. \$27.89 for our \$34.48 to \$41 [pyal Wiltons; 84x104]

\$29.74 for our \$36.74 to \$18.70 Royal Wilton Rugs; 9x127 44c yard for our 69c Ingrain Carpet

64c yard for our 89c Tapestry Brus-sels Hall and Stair Carpets

68c yard for our \$1.04 Velvet Hall and Stair Carpets; 27 inches

74c yard for our \$1.14 Tapestry Brussels Stair Carpet; 36 inches

Linoleum

36c sq. yard for our 59c and 69c Printed Linoleum, 2 to 21

89c sq. yard for our Inlaid Line-leum: tile, wood and parquet patterns in great variety.

Domestic Rugs go to \$80.50 for French Wiltons copied from Oriental Rugs; Oriental Rugs, just received from our Constantinople agency, in-clude the most famous weaves, in rich colorings and choice designs up to \$1,250.00 for a magnificent blue Kirmanshah Rug that would cost at least \$1,500.50 elsewhere. The higher the price the greater the saving at Macy's.

BLANKETS

\$1.23 for \$2.00 Fleece Blankets: slightly imperfect, but extra soft finish; white, with pink and blue shaded borders, in large bed sizes. "Red Star" Berkshire Wool Blankets; extra close-woven warp; silk bound.

\$3.89 pair for size 60x80 in. \$4.29 pair for size 70x82 in.

\$2.47 pair for Fancy Combination Plaid Blankets; in pink, blue and tan colorings; size 64x76.

\$7.13 each for \$10 Indian Robe color combinations, bound all around. Finer qualities of Blankets up to \$28.75. The higher the price the greater the saving at Macy's.

SALE OF CHINA, GLASSWARE AND LAMPS

One of the big features of this 2d week of our 53rd Anniversary celebration

In the early days of this business our great operations in China, Glassware and Housefurnishings in general gave us deserved leadership. As time passed on we breadened our efforts continued to strengthen and fertify the front position that PUBLIC OPINION had given us. To-day there is no guesswork about our mastery in these lines.

We own and operate, both here and abroad, potteries, decorating and glass-cutting shops; and we have close alliances with other manufacturers, including some of the foremost known to the

These facilities, eliminating the middleman, enable us to OWN the goods for less money than other stores pay, so we are easily able to sell them at prices that others cannot match. The China business of this city is done here.

Not only will you find crockery for the kitchen at lowest prices, but the lovely decorative Pottery of your dream-exquisite Art Ceramics may be seen and bought here at pronounced saving We carry no "seconds" in China, Glassware or Housewares, because they are dangerous to the health; but we sell "firsts" in larger trade. No other retail establishment enjoys like facilities. variety and at lower prices than you can obtain them elsewhere.

Summed up, our stocks on display and accessible for selling are greater than the combined stocks of all the other department stores in New York City.

Decorated Dinner Sets Reduced

\$6.69 for our \$8.49 American Porcelain Dinner Sets: 100 pieces, dainty floral design in natural colors, every piece decorated with

\$9.89 for our \$11.89 American Porcelain Dinner Sets, 100 pieces, pretty design, handles with gold.

\$12.89 for our \$16.98 Austrian China Dinner Sets. 100 pieces, dainty floral design in natural colors; every piece decorated with \$14.89 for our \$19.89 Limoges China Dinner Sets, 100 pieces, pretty floral border pattern in natural colors; every piece decorated

\$13.89 for our \$19.89 Theo. Haviland Dinner Sets, 99 pieces, dainty floral design, handles with gold. \$16.89 for our \$23.89 Theo. Haviland Dinner Sets, 101 pieces, pretty floral design in natural colors, handles with gold.

\$6.49 for our \$7.87 Austrian China Dinner Sets, floral design, 56 pieces in natural colors, gold on handles. \$3.49 for our \$4.23 American Porcelain Dinner Sets. 56 pieces; decorated with green floral design.

\$8.93for our \$13.89 Theo. Haviland Dinner Sets, 56 pieces, neat floral design, natural colors, handles with gold.

Finer China Dinner Sets up to \$140.00 for a set handsomely decorated with green and gold border.

Open-Stock Dinnerware

Over 150 patterns, and new ones are constantly being added. Consider the advantages—You purchase a handsome open-stock dinner set and break a piece, as you surely will sooner or later. You may purchase an exact duplicate of the broken piece at the same price you paid for it in the complete set.

The largest collection of open-stock dinnerware in America is here for

you; many sets from our own potteries in Schwarzburg; the others from the best foreign and American potteries; all at Macy's usual low prices; for example: 100 piece open-stock dinner set of American porcelain at \$10.18: 100 piece China Dinner sets with lace pattern gold border, from our own pottery in Schwarzburg, at \$23.99; 100 piece genuine Wedgwood China dinner sets, white and gold, at \$229.00.

Theo. Haviland Dinnerware

Decorated with a pretty floral spray and natural coloring; every piece with gold:

97c each for 14-inch Meat Plates. 97c each for Gravy Boat and Stand. 29c each for Dinner Plates. 23c each for Tea Plates. 98c each for Open Vegetable Dishes 69c each for Salad Bowls. 23c each for Soup Plates. 10c each for Preserves. 39e each for Tea Cups and Saucers. 69c each for Covered Butters. 39c each for Pickle Dishes Sc each for Individual Butters. \$1.23 each for Cov. Vegetable

Austrian China Dinnerware

Decorated with a neat floral design, natural colors; every piece

gold-lined. 15c each for Dinner Plates. 12c each for Breakfast Plates. 10c each for Tea Plates. each for Bread-and-Butters, each for Preserve Plates. 5c each for Individual Butters. 12c each for Soup Plates.

69c for 10-in. Meat Dishes. 89c for 12-in. Meat Dishes.

49c each for Sauce Boats.

39c for Open Vegetable Dishes. 39c each for Salad Bowls.
49c each for Covered Butter Dishes.
97c each for Cov. Vegetable Dishes.
97c each for Soup Tureens. 19c each for Cups and Saucers 39c each for Meat Dishes.

19c each for Meat Dishes

\$1.23 each for Soup Tureens.

"Straus" Cut Glass "Straus Cut Glass" is a product of our own shop. Do not confound it with the dull, lusterless kind found in other stores.

49c each for our 79c Olive Dishes 89c each for our \$1.23 Spoon Trays 98c each for our \$1.49 7-in. Cream Bowls

\$2.49 each for our \$3.49 7-in. Low Jelly Dishes \$2.97 each for our \$4.98 9-in. Low Jelly Dishes \$3.49 each for our \$5.89 Ice Tubs

\$1.39 each for our \$2.29 Celery Trays \$2.29 each for our \$3.89 Fern Dishes, silver plated lining \$2.29 each for our \$3.89 Ice Cream Trays

\$1.97. each for our \$2.97 Water Jugs, 212 pints \$3.93 each for our \$6.89 Punch Bowls and Stand, 9-in, size \$1.97 a set for our \$3.49 Mayonnaise Bowl and Plate

\$1.39 a set for our \$1.98 Sugar and Cream \$2.49 each for our \$3.89 9-in. Salad Bowls \$2.89 each for our \$4.89 8-in. Berry Bowls \$4.89 each for our \$6.49 Oval Orange Bowls

\$2.49 each for our \$4.89 Water Jugs, 21/2 pint size \$4.89 each for our \$7.49 Oval Footed Fern Dishes \$2.49 each for our \$3.49 Flower Pots, plated lining

\$6.89 for our \$9.89 Punch Bowls, separate stand, 10-in. \$5.88 for doz. of our \$8.97 Tumblers More elaborate pieces up to \$124.00 for a Punch Set cut in grape design, including silver ladle

2,500 Dozen Water Tumblers

18c dozen for our 23c Pressed Glass Water Tumblers. 29c dozen for our 44c Plain Blown Water Tumblers. \$1.79 dozen for our 82.76 American Cut Glass Tumblers,

36c dozen for our 59c Neatly Decorated Blown Tumblers.
\$1.98 for Sixty-piece Thin \$1.98 for Sixty-piece Thin Blown Glass Service; consisting of 12 whiskey, 12 mineral, 12 high-ball, 12 water tumblers and 13 champagne glasses.

19c each for Our 29c Welsbach Vusea Upright Mantles, best

\$2.49 for Our \$3.40 Brass Gas Portable and art glass shade, tubing and burner complete

\$1,39 for Our \$1.97 Brass Elec-

blue mushroom shade; height

\$2.89 for Our \$4.49 Black Iron Oil Lamp, fitted with jewels.

\$3.49 for Our \$4.89 Black Iron Venetian Lantern, for halfs

and cozy corners; art glass side lump 20 inches high; 22-inch chain

neat, floral patterns. Lamps and Shades

quality

\$6.89 for our \$0.80 Old Brass Gas Chandeller, 22-inch art glass dome, with fringe.

\$8,69 for our \$12.89 Old Brass Electric Chandelier, 22inch art glass dome, with fringe. \$1.97 each for Our \$2.97 Art Glass Square Lamp Shade, with fringe and brass trimmings.

\$2.49 each for Our \$3.49 Art Glass Shade, six sided, with fringe, 14-inch size. \$2.89 each for Our \$4.89 Art Glass Lamp Shade, bent

98c for Our \$1.37 Welsbach Re-flex Inverted Gas Light, ground glass globe.

flex Inverted Gas Light, ground glass globe.

59c each for Our S3c Welspach Upright Light, with opal globe.

\$3.89 for Our S6.49 Black Iron Gas Chandeller, 14-inch square dome, with art glass and fringe; fitted for one light under dome and four lights outside.

An unusually fine assortment of pierced brass and wrought bronze library Electroliers, Florentine Floor Lamps, Dain Boudoir Lamps, Newel Lights, Bronze Niche Groups up to \$260 for a Crystal Electrolier with twenty-one lights.